(b) the number of publishing institutions that have received Government approval for foreign investment; and

(c) the names of foreign investors showing willingness to invest in Indian print media and the amount of FDI alongwith their names?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) No application for making foreign direct investment in print media has been received so far.

**Advertisements of Gutkha and Tobacco on TV Channels**

1891. DR. KARAN SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that there are many advertisements still shown on various electronic media channels including some 24 hour news channels that are promoting gutkha, tobacco and related products;

(b) the action Government propose to take against gutkha, tobacco and related products manufacturing companies and whether there is any punishment fixed for TV channels that are showing these commercials in spite of the ban on such advertisements; and

(c) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Advertisements telecast on Television Channels transmitted or retransmitted through a Cable Network are required to adhere to the provisions of the Advertising Code prescribed under the Cable Television Network (Regulation) Act, 1995 and rules framed thereunder. The Advertisement Code provides, *inter-alia*, that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products wine, alcohol, liquor and other intoxicants. The Government has constituted an Inter-Ministerial Committee to take cognisance, *suo-moto* or on specific complaints, regarding violation of the Advertisement Code. On the recommendations of the Committee, Show Cause Notices have been issued to different TV Channels for telecasting twelve advertisements that appeared to indirectly promote liquor/tobacco products. The replies of the channels have been received and necessary action as per rules will be taken against the channels on the basis of the Committee's recommendations.